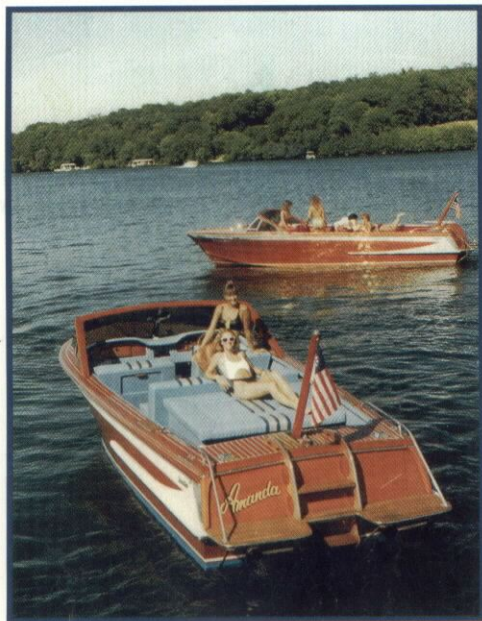


# **STREBLOW CUSTOM BOATS COMPANY**

## **A GENEVA LAKE TREASURE**



Not many people outside the Geneva Lake area know of the Streblov Custom Boats Company, nor do many know that this company, located quietly in the nearby countryside, produces hand-crafted wood boats that sell from over \$100,000 to almost \$300,000. The company is owned and run by the Streblov Family - father, Larry; son, Randy; and granddaughter, Kris. Though Larry is now retired, his early pioneering in luxury wood boats for inland waters has left a wonderful legacy of quality, style, and craftsmanship that continues to this day. The boats currently produced run from 23 to 28 feet long, are framed in white oak lumber, and finished side and topside in lush dark-red Philippine mahogany. Their distinctive side marking and

transom can be seen in boat slips all around the Geneva Lake shoreline.

The company was officially started in 1951 by Larry Streblov, an engineer and designer, who had a special talent for working with wood and a love for boating. The company was first located in Kenosha, Wisconsin, where many smaller boats were built each year by a crew of some 15 people. In 1987, the family moved to the Geneva Lake area where they had already established a loyal, and wealthy, clientele. The boats most popular at that time were the 21, 23 and 26-foot length inboards of polished mahogany, costing from \$43,000 to \$97,000. With a small manufacturing staff of 12 to 15 people, they produced only five to six of these individually-built boats a year. Almost all of these were bought for use on Geneva Lake.

There are now over 100 Streblov boats on Geneva Lake. Production of new boats is down to two to three a year, with the larger 28-foot boats taking twice as long to build as a 23 footer. Current prices run from \$140,000 for the 23-foot model; \$170-\$180,000 for the 26-foot boat; and over \$270,000 for the huge, wider, longer, and twin-engine, 28-foot model.

Last summer, some 46 Streblov boat owners participated in a boat rally on the lake. It was a dramatic sight for those participating to see row after row of these gleaming red mahogany, and powerfully driven, inboards come roaring down the lake to the Fontana end.

If you are interested in a Streblov, you may call Randy or Kris at their factory just three miles north of downtown Fontana on Highway F. Their phone number is 262-728-6898.

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